MAMIYA 23

9-28-70
Photo Box Gr290 Lib

COMPACT, VERSATILE 2¼ x 3¼ PRESS CAMERAS

MAMIYA 23 DELUXE

MAMIYA 23 STANDARD

HAND CAMERA COMPACTNESS

For shots on the go, your choice is either...

Mamiya 23 Standard or Mamiya 23 Deluxe

No matter which Mamiya 23 you choose, you will be impressed with its quality as a professional 2¼ x 3¼ hand camera—solid, compact, maneuverable. Its man-sized trigger grip makes it almost part of you, your finger always ready to fire—ready for the action even before it occurs.

You focus and compose simultaneously, aided by a combined viewfinder-rangefinder. The finder field is bright, even in poor light. And you have parallax compensation to 3½ feet.

As for switching lenses, the Mamiya 23s take the change in stride. A quick twist removes the normal lens, and you can replace it instantly with wide angle or telephoto. All lenses couple to the rangefinder, automatically.

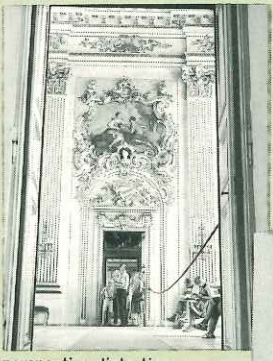
You are not limited to one type of film, either. The Mamiya 23s handle them all; roll film, sheet film, film pack, and even glass plates. By keeping extra, loaded roll film holders on hand, you can shoot all the pictures you want without reloading. You can switch holders in seconds. And you have a choice of several picture sizes.

VIEW CAMERA VERSATILITY

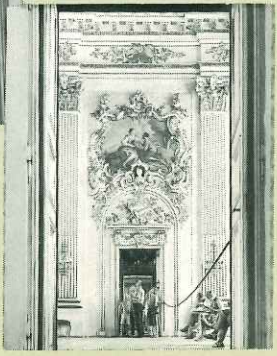
For shots like these, requiring back swings...

depth-of-field
with open lens

depth-of-field at same
aperture using back swings



perspective distortion
with camera tilted



distortion corrected
with back swings

Mamiya 23 DeLuxe is your natural choice

The Mamiya 23 Deluxe offers all advantages of the fast-handling Mamiya 23 Standard—plus the added versatility of back movements. A speed demon in your hands, it is a superbly competent view camera, mounted on a tripod or other support.

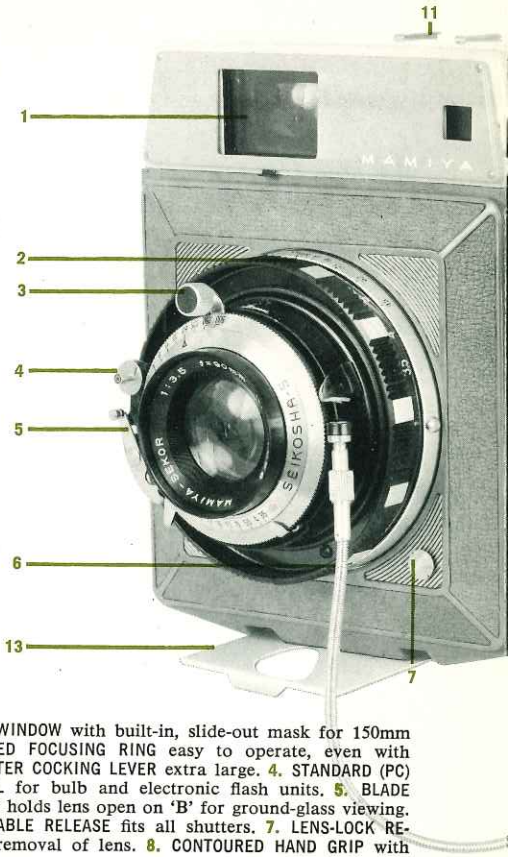
Distortion problems in architectural or interior photography need never stump you. The Mamiya 23 Deluxe back swings in all direction, and can be adjusted and locked in any position to correct for perspective distortion.

The back swings can also be used to control depth-of-field in close-up photography. Or, by extending the back without tilting or swinging, you add up to 1¼″ to the lens-film distance, permitting you to work closer to the subject.

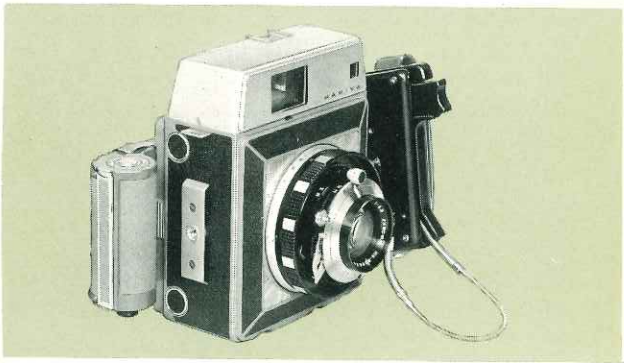
The ground-glass panel supplied with the 23 Deluxe gives you precise focus and composition. You can see the effects of the back-swings on perspective and depth-of-field. It also shows you the various picture sizes you can get with the rollfilm holders.

Two tripod sockets on the camera body permit you to mount the camera vertically or horizontally. There is also a hinged support plate in the base which unfolds to keep the camera rock-steady on any level surface. These two features are also built into the Mamiya 23 Standard.

A CLOSE LOOK AT

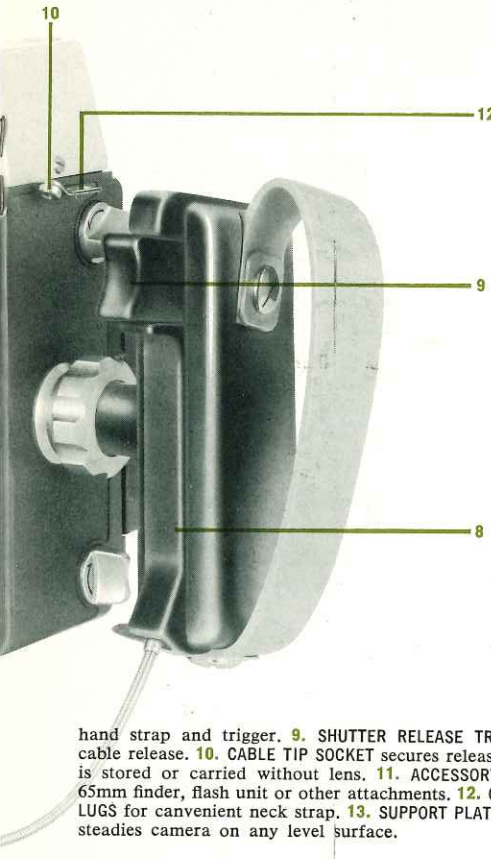


1. VIEWFINDER WINDOW with built-in, slide-out mask for 150mm lens. 2. KNURLED FOCUSING RING easy to operate, even with gloves. 3. SHUTTER COCKING LEVER extra large. 4. STANDARD (PC) FLASH TERMINAL for bulb and electronic flash units. 5. BLADE ARRESTOR LEVER holds lens open on 'B' for ground-glass viewing. 6. ALL-METAL CABLE RELEASE fits all shutters. 7. LENS-LOCK RELEASE permits removal of lens. 8. CONTOURED HAND GRIP with

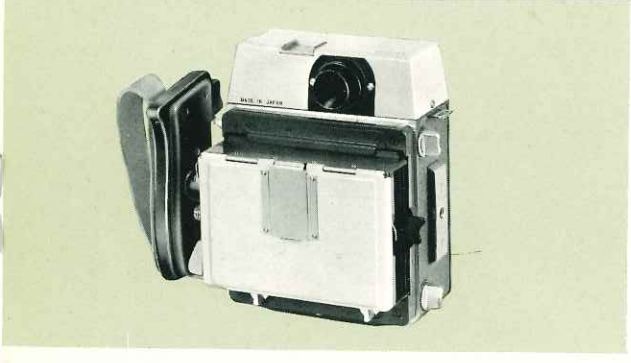


MAMIYA 23 STANDARD without backswings, is supplied with roll film holder as standard equipment. It accepts the ground-glass panel back, cut film holders and film pack adapter as accessories.

T THE MAMIYA 23



hand strap and trigger. **9.** SHUTTER RELEASE TRIGGER operates cable release. **10.** CABLE TIP SOCKET secures release when camera is stored or carried without lens. **11.** ACCESSORY SHOE accepts 65mm finder, flash unit or other attachments. **12.** CARRYING STRAP LUGS for canvenient neck strap. **13.** SUPPORT PLATE folds out and steadies camera on any level surface.



MAMIYA 23 DELUXE also has back movements along four individually secured, swivelball guide pins. Ground-glass panel back is included as standard equipment. Accepts cut film holders and film pack adapter. Also accepts rollfilm holders as accessories.

FEATURES OF MAMIYA 23 STANDARD & MAMIYA 23 DELUXE

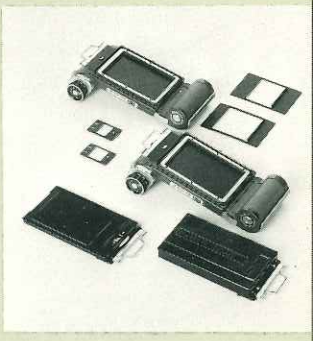
LENS INTERCHANGEABILITY A slight twist releases and removes the bayonet-mounted lens; a twist in the opposite direction secures another in position. Each lens is complete in its own helical focusing mount and is equipped with synchro shutter. Each also couples automatically to the rangefinder. Currently available are the 90mm f3.5 standard lens, 65mm f6.3 wide angle and 150mm f5.6 telephoto.

The performance quality of these lenses is well established. They are optically identical to the lenses used with the famous Mamiya C series reflexes.

COMBINED RANGE/VIEWFINDER Shows a large, bright field, and permits simultaneous focusing and viewing. Has slide-out mask for 150mm lens, and accepts snap-in masks, supplied with roll film holders, for split-film sizes. Sliding eyepiece is calibrated for parallax correction to 3½ feet. The rangefinder automatically couples to all lenses.

FAST, ACCURATE SHUTTER All Mamiya 23 lenses are fitted with individual shutters with speeds from 1 second to 1/500, plus 'B'. A blade arrester holds the shutter open at 'B' for ground-glass viewing. M-X synchronization is built in for bulbs and electronic flash.

ROLLFILM — SHEET FILM — FILM-PACK Accepts an almost unlimited choice of emulsions: 120 roll film, 520 film packs, 2¼ x 3¼ sheet film and plates. Holders are interchangeable.



HAND TRIGGER GRIP Sturdy, contoured trigger grip with hand-hugging strap gives the Mamiya 23s unique readiness in action. Trigger-coupled, all-metal cable release provides instant fire control for all shutters.

EXCLUSIVE 'PLUS' FEATURES OF THE MAMIYA 23 DELUXE

BACK MOVEMENTS The camera back pulls out along four swivel-ball, guide pins. It can be tilted in any direction to straighten converging perspective lines in architectural and interior shots, or to increase depth-of-field in still-life close-ups without stopping down. Can be locked in any selected position.

If pulled out without tilting, it adds almost 1¼" to the lens extension, for working closer to the subject. With the 90mm lens, you can shoot at 10½" from the subject; at about 5" with the 65mm lens; and closer with extension tubes and auxiliary lenses.

GRAFLOK BACK (optional) The 23 Deluxe can also be obtained with Graflok* back which accepts standard Graflok* film holders and accessories.

*Reg. T.M. Graflex Inc.

MAMIYA 23 ACCESSORIES

Interchangeable Lenses 90mm f3.5 Standard lens (58°) supplied with lens hood; 65mm f6.3 wide angle (75°), with optical finder; and 150mm f5.6 Telephoto (37°), with lens hood (slide-out mask for this lens is built into camera viewfinder). Each is fitted in its own shutter.

Rollfilm Holders Two types, both for 120 film. Model A takes (8) 2¼ x 3¼ pictures. Model B takes (10) 2¼ x 2¾ (direct 8 x 10 proportions). Each also takes (12) 2¼ x 2¼ and (16) 1⅝ x 2¼ shots and is supplied with viewfinder masks for these sizes. Either roll film holder is supplied with Mamiya 23 Standard.

Ground-Glass Panel Back Attaches to camera in place of roll film holder. Flip-open cover shields ground glass from overhead light. Side opening admits sheet film/plate holders and filmpack adapters, held in position by spring tension. Handy lever releases tension for inserting and removing holders. Ground glass indicates split-film sizes. Included with Mamiya 23 Deluxe as standard equipment.

Flashgun Bracket Facilitates attachment of press-type flashgun to camera fitted with roll film holder. Fastens to built-in bracket on side of camera. Two types: Heiland E-clamp or Graflite twin-clamp.

Sports Finder Open-frame viewfinder, especially valuable for following moving subjects. Shows fields of view of 90mm and 150mm lenses.

Tripod Adapter Provides tripod socket for vertical shots with press-type flashgun mounted on camera. Screws into socket which holds trigger grip, after grip is removed from camera.

Extension Ring Set For extreme close-up photography. Comprises four rings, used singly or in combination to increase film-lens distance. With 90mm lens, for example, reproduction ratios to 1:1 are obtainable.

Combination Plate/Sheet Film Holders For single exposures using 2¼ x 3¼ sheet film or plates. Permits an unlimited choice of emulsions.

Film Pack Adapter Accepts standard 520 film packs. Dark slide permits removal of adapter before completion of all exposures.

Carry-All Bag Luxurious leather bag with shoulder strap. Partitioned to hold camera and accessories and film.

Optical Glass Filters Screw-in type, for all lenses, available for use with color and black-and-white films. All are made to meet the same high standards of optical quality as the lenses themselves.

Which Mamiya is for you?

If you want a compact, efficient camera to handle just about any photographic situation, consider the versatility of the Mamiya 23 Deluxe. Use it hand-held, and you can almost sense its eagerness to get into action. Set it on a tripod, and it becomes a professional studio instrument for planned, calculated photography.

If you don't need back movements and shoot mostly with rollfilm, using rangefinder almost exclusively, you will go for the Mamiya 23 Standard. The ease with which it delivers pictures of professional quality and size makes every assignment an exciting experience.

No matter which Mamiya 23 you choose, there isn't another camera at anywhere near the price that can do as much as well. Whether it is to serve for all your work, or to round out your present equipment, don't be surprised if the Mamiya 23 becomes your 'hands-down' favorite with the very first assignment.

See the Mamiya 23 cameras at your dealer today.

MAMIYA

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